Title of the Event-Introduction to Data Analytics
Organised by- Department of Commerce
Date of the event- 29th October 2021
Number of participants- 57

Report-
The Department of Commerce conducted a webinar on the topic 'Introduction to Data Analytics' on 29th October 2021 via Google meet. Mr. Kshitij Vig was invited as the Key Resource Person. He has close to 6 years of corporate experience and is equipped with various technical and non-technical skills along with demonstrated history of problem solving and analytical bent of mind. Currently working as a Senior Business Analyst at Gartner, Mr.Vig supports CXOs, Product Managers, IT Leaders from Hi-tech companies to make better and informed investment decisions. The webinar began with a warm welcome of the respected speaker and students from various courses and colleges of University of Delhi. Mr. Kshitij Vig began the event by discussing the agenda of the session. He not only explained the concept of data analytics in detail but also emphasized on the importance of data analytics and its dominance in the business sector. He further elaborated on the use of data analytics to help optimise business performance, make better business decisions and help analyze customer trends and satisfaction, which can lead to new and better products and services. To ensure practical learning, he shared key insights of leading brands in India using data analytics successfully. The session saw an active participation from the students who were curious not only about the dynamics of the industry but also keen on understanding how one can ace as a data analyst. The session ended with a vote of thanks to the speaker. Overall, the session was a success and it delivered an enriching learning experience to the students.